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Sent: Monday, December 22, 2003 6:38 AM

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Cc: 'georget@ihs.org'; Hansen, Mary

Subject: The Iowa State Board of Health Issues a Challenge to Join a Lighten Up Competition

You may be aware that Iowa's Lighten Up Campaign to promote physical activity and good nutrition has caught on in other states across the country. At our November Iowa State Board of Health meeting, board members suggested that we challenge other state boards of health involved in their own state lighten up programs to a competition. The five-month campaign will begin in January and end in early June. We invite the state boards of health in Maine, California, Wisconsin, Washington, and Missouri to form a team, report their monthly results to their respective state lighten up programs and then to LightenUpIowa.org under SBH and the name of the state. This will mean that we can keep track of how each team is doing in:

1. Increasing their physical activity or
2. Reducing their weight or
3. A combination of 1 and 2.

Please let me know if your board will join the Iowa State Board in this Lighten Up Bowl game! If you have any questions about the Iowa campaign, go to the Lighten Up Iowa web site: www.lightenupIowa.org. If you need more information, feel free to contact Tim Lane, our state's physical activity consultant. His telephone number is 515-281-7833, and his e-mail address is tlane@idph.state.ia.us. Thanks for considering competing. It should be great fun, and send a message that your state board is personally committed to tackling the epidemic of obesity.

-Louise Lex, PhD, Healthy Iowans 2010 Coordinator